

The bachelor thesis deals with the transformation of "Mlada fronta DNES" daily newspaper's front page. This periodical, still regarded as reliable and generally respected newspaper, was specifically chosen to demonstrate the progressive shift of recognized Czech media towards tabloids culture, which was taken as a preliminary hypothesis.

First chapter is describing the phenomenon of worldwide tabloidisation, including not only the media, but also the modern society as whole. The main reason for this shift is the effort to increase number of the newspapers' readers. Generally the term tabloidisation means that newspapers are growing more vulgar and sensational.

In the second part, the thesis presents one of the treasures of the journalist profession - putting together the front page. Editors all over the world pay extreme attention to Page One, as it serves many important functions - e.g. it gives readers a perspective on the daily news, it can be used to promote sale of newspaper, or it can be used as a guide to material inside the paper.

The main part of the thesis analyses the content of front pages in various Czech periodicals from last few years.